



AMHERST

Massachusetts

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May 24, 2011

DRB Memorandum #2011-03

Memo to: Bonnie Weeks, Building Commissioner

Jonathan Tucker, Planning Director

From: Christine Brestrup, Senior Planner Subject: DRB Meeting – March 1, 2011

The Tuesday, March 1, 2011, meeting of the Design Review Board began at 6:35 p.m. in the Second Floor Conference Room/Library, Town Hall. Design Review Board members Jonathan Salvon, Kathryn Grandonico and Derek Noble were present.

Also present were Christine Brestrup, Senior Planner, Margurite Miller of New Age Psychic, and You-Pan Tzeng, owner of 79 Taylor Street.

DRB 2011-00014, Margurite Miller – 55 South Pleasant Street – Review of proposed awning with sign and window sign

Recommended approval with conditions

Margurite Miller presented the application. She has rented the space formerly occupied by Kamins Real Estate. Ms. Miller plans to install a neon sign inside the window. She would also like to put up an awning in early summer. The awning is proposed to have the words "New Age Psychic" and a logo on the front. The sign will have the words "Psychic" and "Open" and the logo. The logo is an Egyptian-style eye with an eyebrow and a serpentine line below. The proposed colors are orange and white. The awning will not be lit. Ms. Miller has considered having the logo on both ends of the awning. The space inside will have hardwood floors, with an Indian feeling to the décor. It will be a meditative, relaxing place.

Mr. Salvon asked about signs on the door. Ms. Miller stated that there will be the word "Open" and decals with the telephone number on the door.

Ms. Miller stated that the neon sign will not blink or move. It will be mounted on a dark gray Plexiglas sheet and will be lit all day. It will hang by a chain inside the window. It plugs into a regular outlet.

Mr. Salvon noted that the symbol/logo may not show up on the awning since the awning will be curved. It would be better to have the logo on the ends.

Conditions

1. Consider eliminating the logo from the front of the awning and putting it on the ends.

SPR 2011-00006/M7471, 79 Taylor Street, You-Pan Tzeng – Review of revised building elevation, in accordance with Design Review standards and criteria, of proposal to create a two-family detached dwelling in the R-G zoning district – continued from January 11, 2011 and February 8, 2011

Recommended approval

Mr. Tzeng returned to the Board to seek its endorsement of changes to the building elevation, the proposed siding material and the changes to the Landscape Plan.

Mr. Tzeng presented a revised rendering showing the front of the building, with both the existing and proposed structures having vinyl clapboard siding.

Mr. Noble noted that the proposal to clad both structures in the same material will help to make them look like one structure. The porch will also provide one point of entry to tie the buildings together.

Board members reviewed the revised Landscape Plan and agreed with the plantings at the back, noting that they will help to keep cars off the lawn. They also agreed with the separated driveways and the two walkways to Taylor Street.

Board members commented that both the building elevation and the Landscape Plan were much improved. They also agreed with the plan for lighting the property.

The meeting was adjourned at approximately 6:57 p.m.

Cc: Janet Winston, DRB
Kathryn Grandonico, DRB
Jonathan Salvon, DRB
Derek Noble, DRB
Michael Hanke, DRB
Jim Wald, Select Board Liaison
Jeff Bagg, Senior Planner
Nate Malloy, Associate Planner
Margurite Miller, Applicant
You-Pan Tzeng, Applicant